



mrcTM
media research center

2018 ANNUAL REPORT



THE HONORABLE MIKE PENCE

Vice President of the
United States of America

“Thank you, MRC. I am grateful for your extraordinary leadership for freedom.”



RUSH LIMBAUGH

Radio Show Host

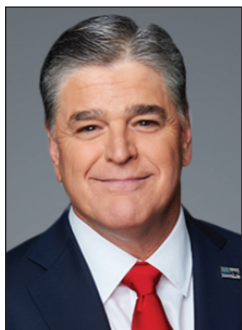
“Brent Bozell, the Media Research Center, and *NewsBusters* are a fundamental element of my show prep daily; they always have been and they always will be.”



MARK LEVIN

Radio and Television Show Host

“MRC is a North Star for the conservative movement. No one talks about an objective media because they know, thanks to the work of the MRC, there’s no such thing. Only the MRC has the know-how, the resources and the dedication to track liberal bias 24/7. I rely on them all the time.”



SEAN HANNITY

Radio and Television Show Host

“The MRC has played a key role in our culture, not just documenting and exposing liberal bias, but helping to pave the way for the growth of an alternative media.”



TOM FITTON

President, Judicial Watch

“The MRC is an essential resource. Liberals have argued that media bias is in the eyes of the beholder, and the MRC supplies conservatives with the information to show that’s not true. Media bias is factual and can be documented.”

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media research centerTM
AMERICA'S MEDIA WATCHDOG

Dear Friends of the MRC,

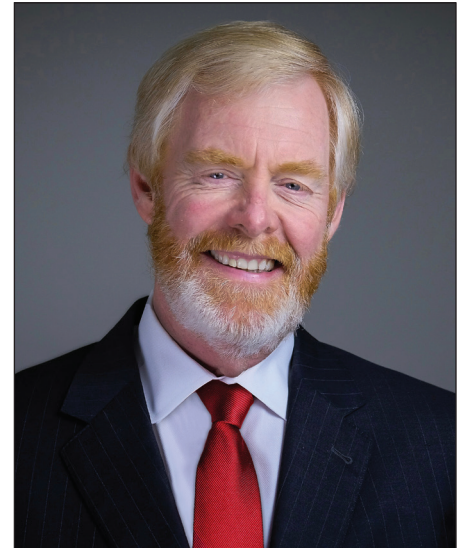
Last year I warned you that our struggle to protect the values that have made America unique among nations had become existential. I didn't think it possible but, in 2018, it only got worse.

However, once again, the Media Research Center has proven to be more than capable of meeting any challenge the liberal media throw its way.

This year, we witnessed elements of the radical Left commit themselves not just to the socialist transformation of the United States but to the total deconstruction of the West. These zealots would be marginalized by their extremism except for the oxygen provided to their cause by the liberal news media.

Fueled by their blind hatred of conservatives and their own president, they have launched an all out war for the soul of America. Unable to debate ideas, they resort to distorting the truth, misleading the public, and even throwing hostile tantrums in the White House press briefing room when they're challenged.

Fully committed to their own toxic ideology, the liberal media are a Goliath, stomping on American principles. But, like the original Goliath, there is a David — in this case the MRC — ready with a powerful slingshot and unmatched determination.



“This is a monumental battle for free speech in our country, and I am proud the MRC is leading this fight.”

2018 saw the MRC act as an antidote to the pandemic of liberal bias. With the ferocity of an organization twice our size, we shone a light on the insidious censorship of conservatives on social media. Our groundbreaking *Censored!* report sparked a fire in Washington, resulting in multiple congressional hearings and a coalition of more than 40 conservative groups ready to stand up and defend conservative speech online.

This is a monumental battle for free speech in our country, and I am proud the MRC is leading this fight.

One thing is clear now: the liberal media are the leaders of the radical Left. It was their talking points we heard throughout the midterms. It was their hysteria that contaminated the Kavanaugh hearings. And it is their agenda that we will see on the House floor for the next two years.

The MRC is the only organization in the United States whose mission it is to neutralize their noxious influence. More than ever before, our fellow conservatives are looking to us to take the lead and fight back against the extremist vision the Left is intent on forcing upon America.

I have no doubt that this is just the beginning of the leftist media's assault on America. But I also believe that, with your support, the MRC can topple this Goliath.

Sincerely,

L. Brent Bozell III
Founder and President

News Analysis Division

The News Analysis Division (NAD) is the keystone of the Media Research Center's mission to document, expose, and neutralize liberal media bias. In 2018, as the national news media's leftist bias and hysteria reached unprecedented heights, NAD did some of its best work, providing timely and data-driven analysis to counter their skewed narrative.

NAD brought liberal media bias to the forefront of the national conversation in 2018 with detailed media studies, supported by MRC's extensive news video archive and delivered through its popular *NewsBusters* blog. These studies were repeatedly cited across the conservative media by outlets like Fox News Channel, Fox Business Network, *Drudge Report*, *The Washington Times*, *The Daily Wire*, *The Rush Limbaugh Show*, *The Sean Hannity Show*, *The Mark Levin Show*, and many others.

Overall, NAD studies were featured 586 times on national television and radio and 1,744 times by major print and internet outlets. Additionally, NAD staff were interviewed 537 times on radio and 66 times on television. 2018 saw more than 15.6 million unique visitors to the *NewsBusters* website.



Several times in 2018, President Trump made sure his more than 50 million Twitter followers knew about MRC research documenting the media's hostile coverage of him and his administration.

NAD's ongoing analysis of the liberal media's relentlessly hostile coverage of President Trump was, once again, a primary focus of the news analysis team in 2018. Over the course of the year, NAD carefully monitored every story about the president and his administration on every newscast of ABC, CBS, and NBC. The division released multiple updates on this study throughout the year, finding that the coverage remained, on average, 90% negative. This figure was repeated countless times by reporters, hosts, pundits, and members of the administration, including President Trump himself.



Rich Noyes, Research Director at the MRC and Senior Editor of *NewsBusters*, discusses the liberal media's relentlessly hostile coverage of President Trump on the Fox News Channel.

As part of its effort to undermine the Trump presidency, the liberal media swarmed at any suggestion of scandal, no matter how absurd and unsubstantiated, with the intent to exploit it. Never was this more clear than during the confirmation hearings of Supreme Court Justice Brett Kavanaugh. In September, NAD released "*Study: TV News is Rigged Against Brett Kavanaugh*" documenting how the networks manipulated coverage of the various unproven allegations against Kavanaugh by allocating disproportionately little airtime (just 8%) to his denials and legitimate witness statements.

Between September 13th and September 30th, *NewsBusters* published approximately 150 posts exposing the liberal media's fanatical anti-Kavanaugh bias, leading to over 1,000,000 page views in just 18 days.

One of the liberal media's obsessions in 2018 was the story of Stormy Daniels, the former porn star who claimed she had an affair with President Trump. The media's preoccupation with this tawdry tabloid story was put on full display in May with a NAD study revealing that Michael Avenatti (Daniels' attorney) had been interviewed 147 times in 10 weeks on broadcast and cable news shows. This study was shared thousands of times on social media.

Continued on page 4

Throughout the year, NAD was able to reach vast and untapped audiences as its studies and posts were picked up by multiple major media platforms. *Drudge Report* regularly featured *NewsBusters* articles on its site. The article “*Maddow Seethes Over Trump Leading Possible Peace Talks With North Korea*” appeared on *Drudge Report* and was viewed over 380,000 times, while “*Nets Push Fake News Trump Made It Easier for Mentally Ill to Buy Guns*” was viewed nearly 180,000 times. Similarly, “*CNN and MSNBC Helped Russia Sow Discord by Promoting Fake Anti-Trump Rally*” was highlighted on *MarkLevinShow.com* and read over 560,000 times.

The influence of NAD research was felt far beyond the online conservative base. In May, ABC’s *Jimmy Kimmel Live* played a Fox News clip highlighting a NAD study. Several new books were also released that cited NAD material including *Outrage, Inc.: How the Liberal Mob Ruined Science, Journalism, and Hollywood* by Derek Hunter (MRC President Brent Bozell also appeared on a C-SPAN discussion about this book) and *Trump’s Enemies: How the Deep State is Undermining the Presidency* by Corey R. Lewandowski and David N. Bossie.



In an article read over 560,000 times, *NewsBusters* highlighted CNN and MSNBC’s gleeful coverage of a fake anti-Trump rally, later revealed to be organized by Russian operatives trying to sow discord in America.



In September, the Fox News Channel’s Greg Gutfeld detailed an MRC study analyzing the liberal media’s use of emotionally-charged words to frame their stories about President Trump.



In September, NAD investigated the media’s deeply biased coverage of Supreme Court nominee Brett Kavanaugh, finding that they virtually ignored all evidence that repudiated an accuser’s dubious story.



A NAD study, released in June, tracked the media’s outrageous reporting on the border crisis. The study documented 176 minutes of biased and emotionally manipulative coverage in only six days.

MRC Latino

The radical Left's efforts to dominate the U.S. Spanish-language media did not let up in 2018, but neither did MRC Latino's decisive and determined response. With a combination of hard-hitting analysis and honest journalism, MRC Latino, which produces content in both English and Spanish, shined a light on the pervasive leftism running rampant in Spanish-language media.

MRC Latino received major attention when it called out Univision and Telemundo for their blackout on positive economic news of vital importance to millions of Hispanic Americans. Twice during the year, the two major networks failed to report new historic lows in Hispanic unemployment, a tremendous disservice to the legions of Hispanic Americans who have made substantial economic gains in recent years.

On the one-year anniversary of Hurricane Maria in Puerto Rico, MRC Latino pointed out the liberal media's dishonest efforts to cover up the record amounts of federal aid provided in response to the storm. MRC Latino also contributed to other major MRC projects: analyses such as *"New Revelations of Pro-Dem Collusion at Google, Univision, Voto*

Latino" supported the MRC's campaign against the online censorship of conservatives (see page 18), while the study "95% of Univision's 'Fact Checks' Target Trump, Republicans" was featured as part of MRC's "Fact-Checking the Fact-Checkers" project.

Additionally, the post *"For 'Hate Group' Reporting, Univision Cites 'Independent' SPLC"* was featured as part of a concerted effort to expose the discredited Southern Poverty Law Center. The year also saw rising audience engagement with the *"Jokingly and Seriously, with Ray Cruz"* videos posted on MRC Latino's Facebook, YouTube and Twitter platforms. These videos provide viewers with both humorous and incisive analysis of what is, and is not, being covered by the country's top Spanish-language television networks.

MRC Latino also updated and distributed its biannual *Guide to Spanish-Speaking Sources*, featuring over 80 Spanish-speaking conservative policy experts. Following the publication of the guide, MRC Latino saw a sharp spike in bookings for its experts and commentators.



MRC Latino's Director Ken Oliver-Méndez appeared on Fox Business' *Cavuto Coast to Coast* to discuss how Univision and Telemundo ignored record low unemployment among Hispanics in 2018.

MRC Business

In 2018, MRC Business maintained its leading role in defending free enterprise against the liberal activist media and, once again, set the gold standard in accurate business and economic reporting.

MRC Business articles were cited hundreds of times by national media outlets including Fox News Channel and Fox Business. Additionally, MRC Business staff made 143 radio and 12 television appearances in 2018.

MRC Business focused primarily on holding the media accountable for suppressing positive economic news. Desperate to conceal news that might reflect well on the Trump administration, the liberal media distorted the truth. MRC Business fought back with facts. For example, the division called attention to the country's record low unemployment (and MSNBC's attempt to play down that accomplishment) in a piece read by more than 130,000 people.

MRC Business also monitored the suspicious change in the liberal media's coverage of leftist billionaire George Soros, noting the tonal shift from carefully guarded to lavishly flattering. The article *"Financial Times Names Liberal Billionaire Soros 'Person of the Year'"* highlighted how outlets are now openly defending the Left's top donor and was viewed tens of thousands of times.



On FBN's *The Evening Edit*, Dan Gainor, MRC's Vice President of Business, discussed media coverage of positive economic news.



On Fox News, MRC Senior Fellow Allen West discussed how the liberal media criticized President Trump's summit in Singapore with Kim Jong-un.

Setting the Record Straight

In 2018, the United States experienced a string of record-setting economic gains, despite the continual gloomy forecasts by the liberal media. In *"Flashback: CNN Liberals Predicted Stock Market Would Fall in 2017,"* MRC Business highlighted biased and embarrassing economic predictions made by CNN commentators which were subsequently proven wrong. The article was read over 72,000 times.

MRC Culture

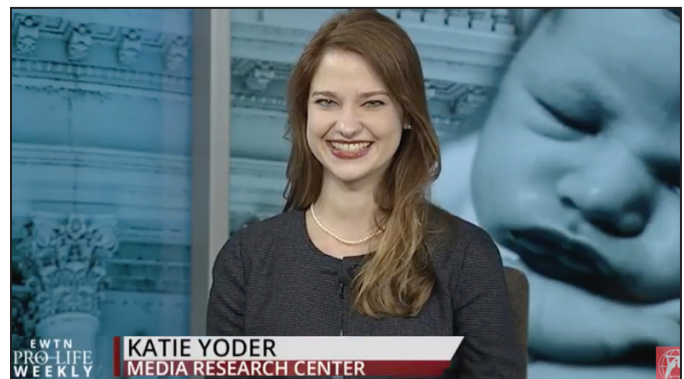
MRC Culture is the premier defender of traditional values against the left-wing media's increasingly deranged attempts to silence pro-American, pro-life, and pro-family voices. The division made an undeniable impact in 2018 and was regularly picked up and cited by major outlets including Fox News, *Drudge Report*, *Politico*, and *USA Today*.

In 2018, MRC Culture took to task one of the most aggressive and well-funded liberal syndicates in the world — Hollywood. As they tried desperately to demonize President Trump and the Right, MRC Culture responded by documenting and exposing Hollywood's vindictive political bias and disturbing attacks on conservatives.

When *Law and Order: SVU* aired an episode essentially condoning the rape and abuse of women (as long as they are conservative women who believe in strong borders), MRC Culture exposed their disgusting propaganda disguised as entertainment. MRC Culture's story on the issue was viewed nearly 160,000 times, picked up by the *Drudge Report* and *The Ingraham Angle*, and shared thousands of times.

MRC Culture's vigilance in reporting the truth proved vital in terms of exposing the Left's extremism to the American public ("*Hollywood Liberals: 'F*cking Liar' Kavanaugh 'Melting Down' and in Need of a 'Breathalyzer'*" was read almost 135,000 times) as well as their blatant hypocrisy ("*Hateful Hip-Hop: Top U.S. R&B/Hip-Hop Songs Objectify Women 55 Times*" was picked up by *Drudge Report* and viewed by nearly 100,000 people).

This was the year that the culture wars were reignited with the media being the most vocal proponents of extreme and dangerous ideologies. MRC Culture repeatedly called out the liberal media for lobbying on behalf of the transgender movement as illustrated in "*(Losing) Transgender Contestant Given Standing O at 2018 Miss Universe Pageant*" read more than 21,000 times.



On EWTN's *Pro-Life Weekly*, MRC Culture's Katie Yoder discussed how a Netflix documentary, *Reversing Roe*, excluded hours of interviews with pro-life women.



In an article read nearly 200,000 times, MRC Culture's Matt Philbin highlighted Nike's marketing mistake in featuring ex-football player and leftist activist, Colin Kaepernick, as the face of their "Just Do It" campaign.

CNSNews

In 2018, CNSNews not only educated the public about important issues, they also had real impact and regularly drove the national debate.

CNSNews' influence could be felt in Washington's highest halls of power throughout the year. President Trump shared several CNSNews stories with his 56 million Twitter followers, including articles *"155,965,000 Employed in June: 11th Record Setter Under Trump"* and *"Manufacturing Jobs Up 400,000 Under Trump; +37,000 in July"* as well as the groundbreaking report *"Hispanic Unemployment Rate Hits Lowest Level on Record in September."*

Due to the strength and accuracy of its reporting, CNSNews articles were regularly picked up by major news outlets including *Drudge Report* (19+ million readers) and *Yahoo! News* (36 million readers). Nationally-syndicated radio hosts, like Rush Limbaugh and Mark Levin, also regularly cited the division's content, introducing vast audiences to CNSNews.

By covering the stories the liberal media were afraid to touch, CNSNews fueled legitimate debate about issues important to the American people. In 2018, CNSNews was not simply at the forefront of covering taxes, federal spending, and the national debt; it defined these issues. The article *"In FY 2018: Debt Up \$1,271,158,167,127; Feds Borrowed \$8,172 Per Every American With a Job"* highlighted the staggering fact that 2018 was the eighth fiscal year in the last eleven in which the debt increased by at least one trillion dollars. This article was read over 150,000 times.



CNSNews Editor-in-Chief Terry Jeffrey appeared on *Tucker Carlson Tonight* in March to discuss the failure of the government to prosecute illegal immigrants for identity theft, a major story which CNSNews was first to break.

CNSNews continued as a leader in covering employment statistics and details of the American labor force in 2018. Their original reporting on these topics uncovered stories missed or ignored by major national news outlets. For instance, CNSNews was among the first to highlight record-breaking drops in black and Latino unemployment rates. Susan Jones' article *"Record 155,576,000 Employed in June; 10th Record for Trump"* reported a story not being covered by national news organizations, even major Spanish-language news networks. It was read by nearly 100,000 people.

CNSNews also made a tremendous impact through its coverage of bioethical matters. In October, CNSNews Editor-In-Chief Terry Jeffrey's article "*\$13,799,501 Federal Contract Requires UC San Francisco to Obtain Aborted-Baby Parts to Humanize Mice*" brought to national attention the deeply disturbing practices being performed in the name of science and paid for by the American taxpayer through the National Institutes of Health.

Following CNSNews' tireless reporting on the NIH's unethical funding of fetal tissue research, 85 members of Congress (led by Rep. Chris Smith and Rep. Vicky Hartzler) sent a letter to the Department of Health and Human Services (repeatedly citing CNSNews) demanding the cancellation of a contract with the University of California at San Francisco which used the bone marrow, livers, and thymuses of aborted babies. HHS then said it 'initiated a comprehensive review of all research involving fetal tissue.'

In 2018, CNSNews set the standard for conservative commentary, providing readers with the very best in conservative opinion and analysis. Conservative luminaries including Allen West, Eric Metaxas, and Hans von Spakovsky offered their unique perspectives on a wide range of subjects each week. The MRC's own Brent Bozell took the top spot for the most widely read opinion piece in 2018 ("*CNN Host Proclaims National Emergency*") which was viewed nearly 500,000 times.

Moving forward, the CNSNews team will continue to report the news the liberal media refuse to cover. Their dedication to accuracy and desire to inform the public set a standard for journalistic integrity few other outlets can match.



Terry Jeffrey made an appearance on Fox Business' *Cavuto: Coast to Coast* to discuss the growing problem of the national debt, higher interest rates, and unbridled spending.



After CNSNews reported in August that the Food and Drug Administration had signed a contract to acquire "fresh" human fetal tissue to transplant into "humanized mice," 85 members of Congress sent a letter to the FDA commissioner calling for the contract to be canceled. It was.

MRCTV

MRCTV's unique combination of engaging content, witty commentary, and cutting-edge media analysis continued to drive ever-expanding audiences to its programming in 2018. By utilizing a compelling mix of pop culture, politics, and comedy, *MRCTV* reached audiences beyond the typical online conservative base through video, social media, and podcasting.

This winning strategy generated over 7.5 million video views per week and reached a weekly average of 14 million people in 2018. Even more encouraging is that two million of those reached each week belong to the crucial 34 and younger demographic, a group that the liberal media are desperate to claim and indoctrinate.

At the heart of *MRCTV's* success is its commitment to exposing the lies of the liberal media and reporting the truth to the American people. Never was this more apparent than in their response to the liberal media's coverage of recent school shootings. Disgusted by the Left's misleading statistics about gun violence in schools, *MRCTV* produced a video that discredited their claims and reached an incredible 35 million people with the unvarnished truth.

Along with original content, *MRCTV* continued to aggregate video from across the web to bring the very best conservative content to its loyal audience. *MRCTV* made sure that important, but obscure, stories were given the platform they deserve. For example, in April, Mark Robinson from North Carolina delivered a powerful speech in defense of police and gun rights at a Greensboro city council meeting. *MRCTV* took this powerful video and edited, formatted, and shared it — resulting in more than 22 million views.

Much of *MRCTV's* popularity has been driven by fresh commentary that cannot be found anywhere else. In June, as the liberal media's furor over the children of illegal immigrants being detained at the border reached its heights, *MRCTV's* commentary series *Reality Check* highlighted the media's hypocrisy on the issue and illustrated how their faux-compassion is used to push a leftist agenda. This video garnered 3.3 million views in four days.

Moving forward, *MRCTV* will continue to push the boundaries of digital media and find creative ways to bring a conservative message to new audiences.



MRCTV PODCAST

In 2018, *MRCTV* launched a new weekly podcast featuring *MRCTV's* Eric Scheiner and Brittany Hughes. The popular commentators cover the hottest topics of the day with humor and insight.



Setting the Record Straight

MRCTV's Brittany Hughes garnered tens of millions of views in 2018 for her popular commentary series *Reality Check*. Brittany took the Left to task for their most outrageous stances, offering a much-needed dose of common sense and sarcasm every week.



Laughing at Liberals

MRCTV's Eric Scheiner's video series *Wacky Mole* highlights the week's most ridiculous "Moments of Liberal Expression," finding humor in the most frustrating places. In December, his breakdown of liberal politicians' dumbest statements on guns was viewed 7 million times.



Turning Conservative Videos Into Viral Hits

One of MRCTV's strengths is its ability to find undiscovered videos and leverage its massive online audience to make them go viral. In April, MRCTV generated 22 million views for a video of a gun owner's patriotic defense of the 2nd amendment.



Promoting Positive Cultural Messages

MRCTV used its platform to spread wholesome messages whenever possible. In a video viewed 9 million times, MRCTV highlighted actor Chris Pratt's inspiring message to kids that "God is real. God loves you."

MRC External Affairs

MRC External Affairs has one of the most critical missions at the Media Research Center: to make liberal media bias a leading issue across the conservative movement.

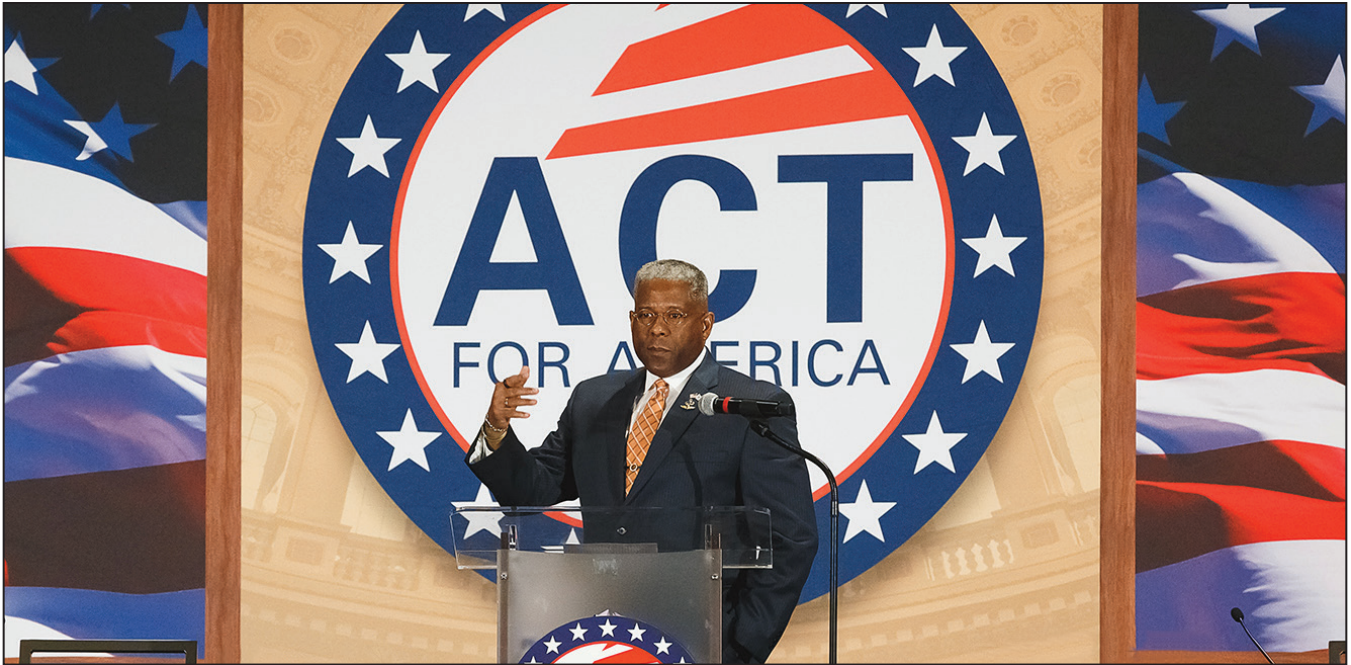
By forging coalitions, overseeing the MRC's public relations efforts, recruiting guest commentators, managing the MRC intern program, and coordinating with more than 100 allied organizations, MRC External Affairs brings the MRC's message to the world and ensures that the MRC maintains its position as a leader in the movement. Never was this mission more important than in 2018.

As the MRC commenced its campaign against the online censorship of conservatives (see page 18), MRC External Affairs launched a coalition of more than 40 conservative organizations to show the strength of the conservative movement and make clear to tech giants that the silencing of conservatives would not be tolerated. Additionally, it released a joint letter signed by 61 conservative leaders demanding fair social media policies from tech companies.

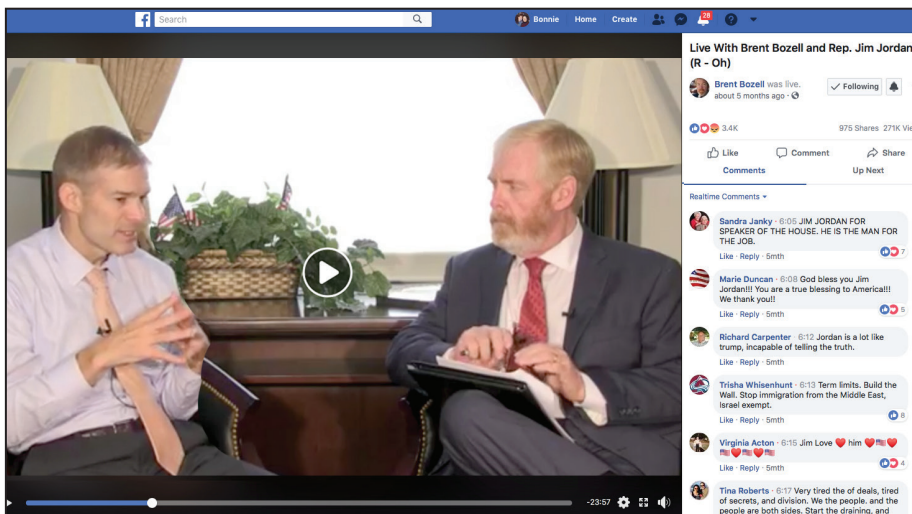
Through External Affairs' efforts, the MRC achieved multiple victories on the censorship front, including the MRC's groundbreaking report *"Censored! How Online Media Companies Are Suppressing Conservative Speech"* being cited four times during a House Judiciary Committee hearing in April. External Affairs coordinated multiple meetings between MRC President Brent Bozell and leaders at Google, Facebook, and Twitter to work toward solutions that protect conservative speech online.

In 2018, External Affairs worked closely with MRC Senior Fellow, retired Army LTC Allen B. West, on key projects to amplify the MRC's mission to ever-expanding audiences. LTC West authored regular op-eds for *CNSNews*, recorded 14 *MRCTV* video commentaries, and boosted the MRC's social media presence with a Facebook Live event viewed by more than 224,000 people. Working in concert with LTC West, MRC External Affairs reached more than 5.5 million people, many of whom may never have been exposed to the MRC's message before.

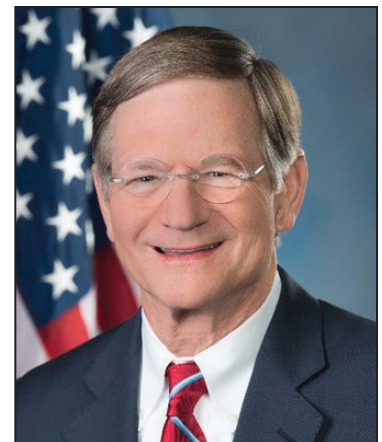
By building strong alliances, MRC External Affairs ensured the success of important MRC campaigns such as ABC/*The View* campaign (see page 15). Moving forward, External Affairs will continue to strengthen these ties and promote the MRC's mission throughout the conservative movement as well as to everyday Americans and those in positions of power.



MRC Senior Fellow Allen West spoke at ACT for America's annual conference on "The Media's Maddening Coverage of the Military and the Middle East."



MRC president Brent Bozell and Congressman Jim Jordan conducted a Facebook Live event in September.



Former Congressman Lamar Smith, chair of the Media Fairness Caucus, contributed a guest column to MRC's *NewsBusters* in April.

In April, the MRC's extensive report on online censorship was cited four times during an important House Judiciary Committee hearing.



MRC Action

In 2018, MRC Action demonstrated the strength of the MRC grassroots army, a group comprised of hundreds of thousands of patriotic Americans committed to fighting liberal media bias wherever it lurks.

When Joy Behar and Sunny Hostin of ABC's *The View* attacked Vice President Mike Pence's Christian faith as "dangerous" and called it a "mental illness," MRC Action immediately jumped into the fray, calling on grassroots supporters to reach out to ABC to protest this outrage. MRC Action members bombarded ABC with more than 46,000 phone calls and emails. It was the biggest response to a grassroots campaign in MRC history.

In May, TBS's Samantha Bee made such lewd and disgusting statements about Ivanka Trump that even her leftist supporters were forced to distance themselves from her. MRC Action quickly activated its grassroots army, and they called one of Bee's sponsors, Jim Beam, more than 6,000 times within three days. The campaign was a massive success resulting in not only Jim Beam removing their ads, but multiple advertisers also pulling their sponsorship. Bee was, ultimately, compelled to issue a public apology.

When the White House revoked the press pass of CNN's Jim Acosta after his habit of disrespect towards the President and White House staff finally erupted into a temper tantrum, CNN filed suit against the White

House. MRC Action responded with a petition (signed by more than 23,000 grassroots members) demanding CNN drop their frivolous lawsuit. While the White House decided to drop the issue, MRC Action demonstrated its unequalled ability to fully mobilize its supporters within hours.

The screenshot shows the MRC Action website with a blue header containing navigation links: ABOUT, CONTACT, CAREERS, INTERNSHIPS, and DONATE. Social media icons for Facebook, Twitter, YouTube, and a shopping cart are also present. The main logo reads "mrc action" with the tagline "CITIZENS DEMANDING TRUTH IN MEDIA".

Below the header, a section titled "Join Our Current Campaigns!" includes a brief introduction: "It's time to take action! Through our petitions and call-in campaigns, MRC Action has shown the radical leftist media the immense strength of the conservative movement and just how unstoppable we are when we work together. Sign a petition today and join thousands of freedom-loving Americans in the fight against liberal bias in the media!"

The page features eight campaign cards, each with a title, image, and a "SIGN NOW" or "LEARN MORE" button:

- The Free Speech Alliance:** Features the FSA logo and the text "FREE SPEECH ALLIANCE".
- Demand the Media Cover the Clinton Pay-to-Play Scheme:** Includes a photo of a woman and the text "DEMAND THE MEDIA INVESTIGATE THE CLINTON PAY-TO-PLAY SCHEME!".
- Stop The Media From Undermining Our Second Amendment Rights:** Features a document titled "Constitution of the United States" and the text "STOP THE MEDIA FROM UNDERMINING OUR SECOND AMENDMENT RIGHTS".
- MRC IS TAKING IT TO THE STREETS:** Includes a photo of a Clorox truck and the text "MRC IS TAKING IT TO THE STREETS".
- Hold the Advertisers of THE VIEW ACCOUNTABLE!** Features a photo of a woman and the text "Hold the Advertisers of THE VIEW ACCOUNTABLE!".
- Keep Jim Acosta Out of the White House!** Includes a photo of Jim Acosta and the text "KEEP HIM OUT".
- Ramos Must Go!** Features a photo of Univision's Jorge Ramos and the text "Ramos Must Go! Univision's Jorge Ramos said 'neutrality is not an option' when covering the 2016 election."
- Fact-Checking the Fact-Checkers:** Includes the logo for "Fact-Checking the Fact-Checkers".



Second Amendment Petition

In February, the liberal media doubled down on their anti-gun rhetoric in an effort to exploit a tragic school shooting in Florida. MRC Action responded with a petition in support of the Second Amendment, which garnered more than 70,000 signatures.



Samantha Bee Phone Campaign

Following “comedian” Samantha Bee’s lewd attack on Ivanka Trump on her TBS show (calling her the c-word), MRC Action launched a call-in campaign to Jim Beam, a major sponsor of Bee’s show. Grassroots supporters flooded the company’s phone lines with more than 6,000 calls. Jim Beam pulled their ads and Bee apologized.



Jim Acosta Petition

When CNN filed suit against President Trump following the revocation of Jim Acosta’s press credentials for his flagrantly unprofessional behavior, MRC Action launched a petition demanding CNN drop their frivolous lawsuit. The petition generated over 23,000 signatures.



ABC / The View Phone Campaign

MRC Action’s response to attacks by the hosts of ABC’s *The View* against Christianity was a prime example of the strength of MRC’s grassroots army. MRC Action supporters bombarded ABC and its sponsors with more than 46,000 calls and messages. Ultimately, *The View* was forced to issue an apology.



President Trump vs. The Liberal Media

The liberal media's obsessive coverage of President Donald Trump reached new heights in 2018 in terms of viciousness and all-out hysteria. The facade of objectivity was swept away as the media — with support from their allies in the entertainment industry — led the opposition to President Trump and his conservative agenda.

The Media Research Center's News Analysis Division carefully monitored the consistently negative, and frequently inflammatory, coverage of the president as almost every news story was manipulated to reflect poorly on the Trump administration. The Trump presidency was the top story of the year amassing 87 hours of coverage, or 28% of all evening news airtime. Major news networks worked tirelessly to weaponize policy disputes or promote "scandals" for which there was little or no supporting evidence.

MRC's *NewsBusters* website released multiple reports throughout the year analyzing the liberal media's hostile coverage of the president. Roughly 90% of all evaluative comments about President Trump on the broadcast evening news for ABC, CBS, and NBC were negative. However, because of the MRC's efforts to expose their biased reporting, the media were unable to turn public opinion against the president. Despite constant negative media coverage, his job approval rating went up in 2018.

“[W]hat Trump did is clearly treasonous. It’s a betrayal of the United States.”

CNN’s Douglas Brinkley

Whenever he [Donald Trump] “goes out there and whips people up, it’s like a Mussolini rally.”

MSNBC’s Joe Scarborough

Trump is “using some of the same language that the mass murderer at the synagogue used in terms of invaders and invasion.”

CNN’s Alisyn Camerota

“The president is a raving lunatic who’s like two news cycles away from humping parked cars.”

HBO’s Bill Maher

“[T]his is the party of the KKK, and the party of Trump.”

SiriusXM host Karen Hunter

“[T]he exact pattern that Hitler has. ... He is evil, he is evil.”

Actress Michele Reiner on MSNBC

“F— Trump! It’s no longer ‘Down With Trump,’ it’s F— Trump!”

Actor Robert DeNiro

“All of these hate crimes seem clearly linked to the climate of paranoia and racism deliberately fostered by Donald Trump. ... Killing black people is an old American tradition but it’s experiencing a revival in the Trump era.”

NYT’s Paul Krugman

“[T]hat’s what a sociopath is.”

MSNBC’s Donny Deutsch

Trump “punches black women an awful lot.”

CNN’s Gloria Borger

“Trump is a Nazi.”

Director Judd Apatow

“The president is obviously a racist, obviously a demagogue, condones anti-Semitism, stokes up nationalist hatred. ... [I]t’s not minimally human behavior.”

MSNBC’s John Heilemann

Trump “actually channels Joseph Stalin and calls the media ‘the enemy of the people.’”

MSNBC’s Joe Scarborough

The immigrant caravan is “Trump’s Reichstag fire.”

MSNBC’s Steve Schmidt

“Our president is a disturbed person.”

NYT’s Thomas Friedman

“Donald Trump talks like a racist, thinks like a racist, makes statements like a racist. Conjures emotions that give succor and support to white supremacists and white nationalists.”

Professor Michael Eric Dyson in NYT

Trump is “always attacking black people.”

CNN’s Jeffrey Toobin

“Fox News jerks the president off every single day. It is political masturbation.”

CNN’s Tara Setmayer

“The rhetoric of this racist, heartless, soulless man will lead to more violence. He’s got no sense of decency.”

MSNBC’s Mika Brzezinski

“You [Trump] just keep lying and your illiterate followers just keep Sieg Heiling.”

Actress Lea DeLaria

“Well if anybody is issuing demented words of violence and death, I would say it’s the President of the United States.”

CNN’s Max Boot

“We have a man child who is deranged and racist in this office.”

Political Analyst Anand Giridharadas

“We don’t need to hear him say the ‘n’ word to know he’s racist. He has one of the longest resumes of racist behavior and rhetoric of anyone in this entire country.”

MSNBC’s Touré

Trump “is a terrorist sympathizer.” “[W]hite bigotry by a white nationalist, white supremacist presidency.”

MSNBC’s Jason Johnson

Under Trump, “[c]hildren are being marched away to showers, just like the Nazis.”

MSNBC’s Joe Scarborough

Trump “gets up every morning and excretes the feces of his moral depravity into a nation he has turned into a psychic commode.”

Professor Michael Eric Dyson on MSNBC



In April, Facebook founder and president Mark Zuckerberg testified before the Senate Commerce and Judiciary Committees, addressing concerns about Facebook's political bias and the online censorship of conservatives.

MRC Leads the National Effort Against Online Censorship

For several years, a dangerous, existential threat has been growing and slowly silencing conservatives on an unparalleled global scale. Social media and tech giants including Facebook, Google, Twitter, and YouTube, in collusion with the radical Left, have been working to root out and censor conservative speech across the internet.

Top social and search media companies have, over time, become the most powerful corporate entities in human history, controlling many of the primary means of communication globally. Google is the top search engine in the world with over 3.5 billion search queries processed every day. Facebook has over 2.3 billion monthly active users. Their influence cannot be overstated.

MRC President Brent Bozell recognized that, with the majority of Americans now getting their news via social media, allowing these companies to silence the Right would mean the end of the conservative movement. This coordinated attack by such massive gatekeepers represents the worst threat to free speech the United States has ever faced and required a serious response.

The MRC's unique position in the conservative movement and its track record of success made it the most natural leader to take on such an ambitious and important challenge, so, in 2018, it launched the most critical project in its 31-year history.

MRC's Censorship Report

The first step in creating public awareness and pushing the issue to the forefront of the national conversation was the release of the groundbreaking report *"Censored! How Online Media Companies Are Suppressing Conservative Speech."*

This comprehensive report exposed efforts by major online platforms to silence conservatives.

The report revealed:

- **Twitter Leads in Censorship**

The massive platform has "shadow banned" conservatives, restricted pro-life advertisements while pushing Planned Parenthood ads, and manipulated election-related tweets to push a liberal agenda.

- **Google Search Aids Democrats**

Google has been repeatedly shown to display a marked bias toward liberals. Multiple studies have found that the search engine's results favor Democratic candidates.

- **YouTube is Shutting Down Conservative Videos**

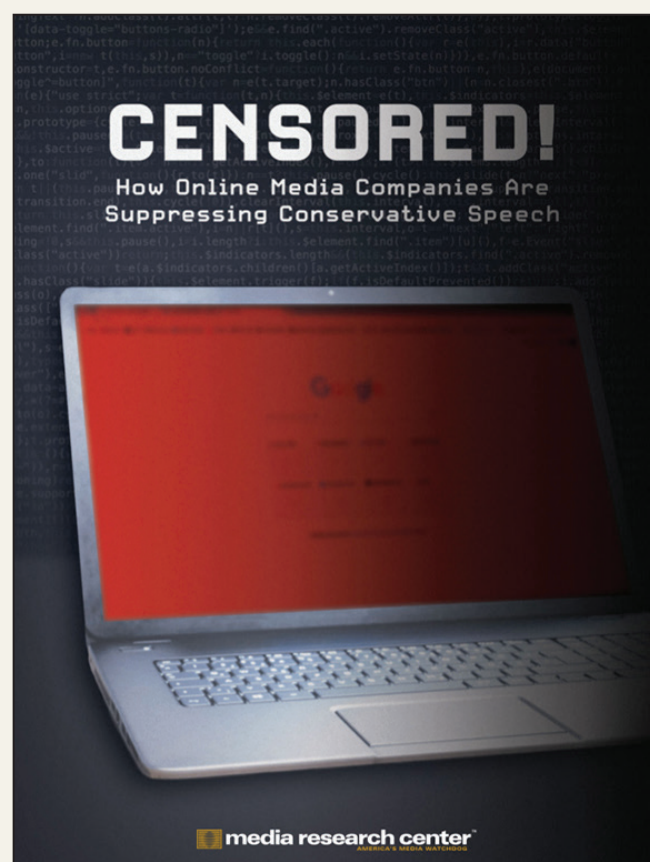
While vocally championing liberal values, YouTube has suppressed conservative voices, shut down conservative channels, and removed videos that promote conservative viewpoints.

- **Tech Firms Are Relying on Groups That Hate Conservatives**

Companies like Facebook and Twitter partner with leftist organizations (including the Southern Poverty Law Center and the Anti-Defamation League) in censoring conservatives under the guise of combating "hate." By their definitions, "hate" includes standard conservative beliefs in faith and family.

- **Facebook's Trending Feed Was Hiding Conservative Topics**

Former Facebook employees have admitted that the company's news curators were instructed to hide conservative content from the "trending" section. Topics that were blacklisted included Mitt Romney, the Conservative Political Action Conference (CPAC), and Rand Paul. Conversely, the term "Black Lives Matter" was placed in the trending section even when it was not trending.



The report has been downloaded tens of thousands of times and was so effective that Reps. Lamar Smith (R-TX) and Bob Goodlatte (R-VA) of the House Judiciary Committee cited it four separate times during a April 26, 2018, congressional hearing investigating the online censorship of conservatives.

Free Speech Alliance

Having successfully shown that online censorship is a very real and dangerous problem, the MRC organized the Free Speech Alliance, a coalition of conservative organizations, to present a united front to major tech companies trying to silence conservative speech.

The MRC brought together more than 40 organizations to fight for transparency on social media and defend the ideal of free speech in which American democracy is rooted.

The Alliance issued four basic demands to tech and social media giants:

- 1) Provide transparency
- 2) Provide clarity on 'hate speech'
- 3) Provide equal footing for conservatives
- 4) Mirror the First Amendment

This show of strength had a real impact on tech companies who quickly realized that the

conservative movement was not going to tolerate this broad-based censorship. Brent Bozell and coalition representatives have met several times with leaders from Facebook, Google, and Twitter to discuss the coalition's concerns and continue to work toward solutions that will protect conservative speech online.



On Fox Business' *Varney & Co.*, MRC President Brent Bozell detailed how Facebook, Twitter, and Google are deliberately censoring conservative speech on their platforms.

FSATM FREE SPEECH ALLIANCE

Just some of the 45 member organizations of the Free Speech Alliance



MRC TechWatch Launched

The fight to protect conservative speech online is an ongoing effort that could determine the future of free speech in America. The Media Research Center cannot and will not surrender this fight.

With that in mind, MRC TechWatch was launched as an official MRC program in 2018 with the goal to expose and neutralize the liberal bias of social media giants and their attempts to censor conservative voices online. TechWatch carefully monitors tech companies, alerts the public to any threats to freedom of speech or expression, and challenges the companies directly.

Since its inception, MRC TechWatch has highlighted efforts by these social media companies to suppress conservative speech online or push a liberal narrative onto the American public. For example, the article "'Junk News': Russia Report Done By Anti-Conservative Academics" exposed Google's funding of a biased report, conducted by leftist academics, which claimed Russian interference had aided the conservative movement and Donald Trump. The article was read more than 100,000 times.

This new division is part of the MRC's long-term commitment to holding social media giants accountable, providing equal footing for conservatives on major internet platforms, and ensuring that First Amendment principles continue to be safeguarded from oppressive forces and preserved for future generations.



Dan Gainor, MRC Vice President of TechWatch, Business and Culture appeared on FBN's *After the Bell* to discuss Twitter's bias against conservatives.



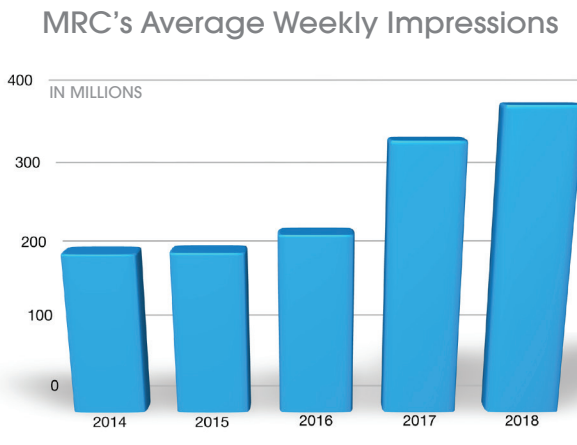
On Fox News' *The Ingraham Angle*, MRC President Brent Bozell detailed the MRC's special report, *Censored!*, which documents detailed examples of conservatives being censored by big tech platforms.

"The struggle is now existential. The radicalized left is committed not just to the socialist transformation of the United States, but to the deconstruction of the West. That's where the MRC comes in. We will not allow it."

BRENT BOZELL

By the Numbers 2018

In 2018, the MRC's research and analysis reached hundreds of millions of Americans, educating them about liberal media bias and mobilizing them to take action to fight it. The MRC continued to expand its reach, and its content not only permeated conservative media, but also reached millions of Americans outside the conservative base through major media appearances and an aggressive social media strategy.



376.8 MILLION
weekly impressions

... including visits to MRC websites; mentions and appearances on TV, radio, and in print; mentions on other websites; Facebook reach; Twitter impressions; and email and grassroots messaging.

686,882 grassroots members

mrc **action**TM
CITIZENS DEMANDING TRUTH IN MEDIA

12.2 Million
Facebook fans

facebook

14.6 Million
weekly reach

584,234
Twitter followers

twitter

2.2 Million
weekly impressions





11.4 Million average monthly website page views

873,670 unique email subscribers



396 Million video views

308,875 average daily website visits

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Over 10 Million

citizen actions (petitions, phone calls, emails, social shares, etc.)

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CHAIRMAN OF THE MRC BOARD OF TRUSTEES

Dear Friends of the MRC,

As a Trustee of the MRC, you are part of an organization that was able to get obnoxious liberal Joy Behar to apologize publicly for her anti-Christian attack on Vice President Mike Pence. The MRC broke the appalling news that the federal government was funding the purchase of aborted baby parts for experiments, prompting the Trump administration to review the practice. They also brought national attention to the problem of conservatives being censored on social media platforms.

The MRC had impact in those areas and so many more in 2018. The MRC champions values we believe in and takes positive, influential steps to effect change. Every day, the remarkable team at MRC fights to amplify your concerns about politicized “news” reporting and to get real news past the liberal media’s echo chamber. Their goal is for the American people to hear the truth and recognize the depth and breadth of media bias and its far-left, anti-American agenda. This is the only way we will win back our fellow countrymen’s hearts and minds and restore the promise of America.

As a member of the MRC Board of Trustees, you are a crucial partner in that mission to take our country back from the liberal Left. The MRC is proud to stand with you, and I suspect that you are as proud as I am to stand with them as they carry on these battles.

Partners who are successful talk to each other. They leverage each other’s strengths. They work together to achieve a shared vision. That’s why the team at MRC tries to personally visit with as many Trustees as possible each year. We are in this fight together and want to know your concerns and hear your ideas.

As you renew your support of the MRC in 2019, I encourage you to invite your like-minded friends to join you in supporting the MRC. In doing so, you will strengthen the “army” of ordinary Americans who are standing up to the radical, leftist media. There’s nothing more important.

Sincerely,



Melissa Emery
Chairman of the MRC Board of Trustees



Melissa Emery

MRC Legacy Society



The MRC Legacy Society is a special community of individuals whose dedication to truth, liberty, and traditional American values inspired them to support the Media Research Center through gift planning. Their meaningful gifts, which take many forms, including bequests and charitable gift annuities, ensure the MRC has the resources it needs — now and in the future — to fight for America's hearts and minds against the leftist media's distortions and propaganda.

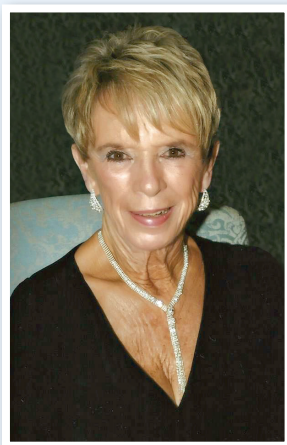


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* In memory and honor

TESTIMONIAL



Judy Wright

Judy Wright's conservatism was forged at a young age by her parents who were, in her words, "dyed-in-the-wool conservatives." She remembers, jokingly, that her mother "wore campaign pins for Willkie and Dewey that were the size of salad plates." Naturally, "I have been political most of my adult life," said Judy.

Judy's viewpoint on life and politics is seasoned with wisdom and a sense of humor. Even so, she is dismayed by the Left's slide into vitriol and their apparent inability to hold a civil conversation. "I've never run away from a fight," said Judy, "but I also don't suffer fools gladly." So it's not surprising that she is a strong supporter of the Media Research Center. "To my way of thinking, it's important to straighten out the media, and Brent Bozell has the best record of success."

Judy grew up in Fresno, California, at a time when all the children played outside until the streetlights turned on and nobody locked their doors. After she married, they began family life in suburbia, but in 1974, Judy and her husband bought a 500-acre ranch and moved with their two boys.

"The boys loved being here," said Judy, who remade herself from suburban mom to cattle rancher overnight. "I used to get my hair and nails done every week, but on the ranch I had no nails and my hair was a wreck." And she loved every minute of it. "I had to learn the do's and don'ts of raising animals. I was 39, climbing fences and hopping on horses."

Judy counts among her proudest achievements her marriage of 51 years and her family. She's no stranger to grief, having lost her husband 11 years ago and her youngest son two years ago. But in looking forward to her granddaughter's imminent marriage, her sights are fixed firmly on the future. She wants her grandchildren and great-grandchildren to keep enjoying the benefits of freedom.

As a realist, Judy recognizes that there's no guarantee they will, with the Left determined to tear down American institutions and run roughshod over constitutional rights. "I didn't used to take life all that seriously, but when I see the decay of our country ..."

Her desire to defend America's legacy of freedom drove her decision to become a member of the **MRC Legacy Society**, which is comprised of individuals making planned gifts to the MRC. "It's my belief in the organization...the MRC is the only one doing anything about the dangers posed by the radical leftist media," she said. Her planned gift, a gift by will, costs her nothing now and will reduce the estate taxes her family will have to pay, while keeping the MRC strong for years to come.

In the meantime, expect Judy to keep being the outspoken free spirit she has always been. "I plan to live every day to its fullest till I can't — then the devil takes the hindmost," she said. "I still climb on chairs to change lightbulbs, and I still wear four-inch heels."

To find out how gift planning can benefit your financial and charitable goals, contact Robert Croft, Vice President of Development, at 571-267-3500 or rcroft@mrc.org.



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The MRC Team

The MRC produces and distributes a massive amount of content each day. From news analysis, to original reporting, to email messaging and social media posts, the MRC's dedicated team is relentless in its drive to expose and neutralize liberal media bias.



News Analysis Division and MRC Latino — (L to R) Kathleen Krumhansl, Kyle Drennen, Nick Fondacaro, Ken Oliver-Méndez, Kristine Marsh, Tim Graham, Brent Baker, Geoffrey Dickens, Scott Whitlock, Curtis Houck, Rich Noyes, and Bill D'Agostino



CNSNews — (L to R) Craig Bannister, Craig Millward, Michael Morris, Terry Jeffrey, Michael Chapman, Melanie Arter, and Susan Jones (Not pictured: Patrick Goodenough)



MRC Business / Culture / TechWatch — (L to R) Corinne Weaver, Alex Hall, Julia A. Seymour, Dan Gainor, Matt Philbin, Jacob Comello, and Gabriel Hays



MRC Technology and Digital Communications — (L to R) Josh Jones, Nora Sullivan, Eric Pairel, Miguel Leal, Stephen Yeager, and April Deibert



Development — (L to R) Meghan Lee, Michael Catell, Bethany Whitlock, Lawrence Gourlay, Rachel Watson, Kirk Henderson, Robert Croft, Jason Stanley, Illona Dejesus, Martha Waddell, and Amy Coppe



Marketing — (L to R) Gabriella Castro-Vidal, Ed Molchany, Timothy Dionisopoulos, and Anthony Christopher



Administration and Communications — (L to R) Veronica Lark, Christian Robey, David Martin, Cheryl Michener, Earl Kaufman, Melissa Lopez, and Rhiana Wilks

MRC Internship Program

The Media Research Center operates the premier internship program in the Washington, DC public policy and media arena. Interns play an active role in the MRC's mission and receive on-the-job training in news analysis, journalism, marketing, and fundraising.

The following is just a small sample of the many impressive accomplishments of the 2018 MRC Intern class:



MRC's 2018 summer interns had the opportunity to meet with Rep. Lamar Smith (R-TX), Chairman of the Media Fairness Caucus.



Fall 2018 interns pictured with MRC President Brent Bozell: Alex Hall, Emily Ward, Adriana Heim, and Jacob Comello.

- In February, RushLimbaugh.com featured *NewsBusters* intern Ryan Foley's story "CNN's Phil Mudd: FBI Eager to Take Down Trump, 'We're Going to Win'."
- *MRCTV* intern Patrick Hauf was picked up by *Conservative Review* on his first day for his "Don't Like Racist Tweets? Check Out What Trevor Noah Said About Jews" blog which generated 78,000 views.
- MRC Culture intern Gabriel Hays landed a major hit on *Drudge Report* for his story "Hateful Hip-Hop: Top U.S. R&B/Hip-Hop Songs Objectify Women 55 Times."
- *NewsBusters* intern Alec Sears was featured in a *Washington Post Magazine* profile on "The Next Generation of Republicans."
- *CNSNews* intern Emily Ward's article "Planned Parenthood Contributed \$126,886 to Democrats on Judiciary Committee; \$0 to Republicans" was highlighted by syndicated talk radio host Chris Plante.



Guest speaker and former Reagan official Dr. Donald Devine with MRC's Summer 2018 interns: (L to R) Gavi Greenspan, Patrick Hauf, Caleb Tolin, Sarah Croft, Alec Sears, Max Augros, Isaac Cross, Dylan Price, Jonah Lackey, Adriana Heim, Dr. Donald Devine, Emilie Cochran, Richard Howell, Natalia Mittelstadt, Peter Sifre, Rachel Peterson, Brady Kenyon, Jonathan Mizrahi, Gabriel Hays, Cody Leach, Garvin Oliver, and Anthony Arace.

MRC 2018 Financial Report

STATEMENT OF ACTIVITIES *

For the Year Ended December 31, 2018

REVENUE AND SUPPORT	Total 2018
Contributions	\$ 11,552,221
Advertising Income	455,013
Other Revenue	103,152
Interest/Investment	(936,941)
Total Revenue and Support	\$ 11,173,445
PROGRAM SERVICES EXPENSES	
News Analysis Division	3,151,212
CNSNews	2,191,061
MRC Business	797,063
MRC Culture	876,999
MRCTV	1,235,679
MRC Action/Digital Communication	1,186,816
Youth Education & Intern Program	190,306
Total Program Services	\$ 9,629,136
SUPPORT SERVICES	
Resource Development	2,074,645
General and Administrative	952,050
Total Support Services	\$ 3,026,695
Total Expenses	\$ 12,655,831
Change in Net Assets	\$ (1,482,386)
Net Assets – Beginning 01/01/18	\$ 14,437,626
Net Assets – Ending 12/31/18	\$ 12,955,240

STATEMENT OF FINANCIAL POSITION *

December 31, 2018

ASSETS	Total 2018
Cash and Cash Equivalents	\$ 489,725
Contributions Receivable	1,038,230
Prepaid Expense/Other	170,164
Total Current Assets	\$ 1,698,119
Investments	12,584,806
Investment – Deferred Compensation	1,123,571
Property and Equipment – Net	257,979
Total Assets	\$ 15,664,475
LIABILITIES AND NET ASSETS	
Accounts Payable	126,497
Accrued Expenses	114,205
Line of Credit	1,000,000
Office Improvement Loan	81,419
Deferred Rent Liability	350,075
Deferred Compensation Liability	1,024,255
Annuity Payment Liability	12,784
Total Liabilities	\$ 2,709,235
Net Assets Unrestricted	\$ 12,955,240
Total Liabilities and Net Assets	\$ 15,664,475



* These are unaudited interim financial statements. To receive a copy of the MRC's audited financial statements, please contact us: Media Research Center • Attn: Accounting Department
1900 Campus Commons Dr. • Ste. 600 • Reston, VA 20191-1535 • Tel: (571) 267-3500



media research center™
AMERICA'S MEDIA WATCHDOG

1900 Campus Commons Drive, Suite 600
Reston, Virginia 20191
(800) 672-1423 • (571) 267-3500

MRC.org
NewsBusters.org
CNSNews.com
MRCTV.org



America's Media Watchdog™

The mission of the Media Research Center is to create a media culture in America where truth and liberty flourish. The MRC is a research and education organization operating under Section 501(c)(3) of the Internal Revenue Code, and contributions are tax-deductible. The Media Research Center participates in the Combined Federal Campaign (CFC). The MRC's CFC code is 42353.